

[Opening Ceremony]
[INSERT ADDRESS]

[____], 2012

Customer Name
Customer Address
City, State and Zip

Dear Customer:

Please allow this correspondence to serve as official notice. We are contacting you about a potential problem involving identity/credit card theft.

At Opening Ceremony, trust is the basis of each customer relationship. We recognize your right to privacy. We're pleased that you chose to shop with us, and we are committed to honor our relationship, using great care to responsibly protect the information you share with us. In keeping to this standard we have safekeeping measures put in place and it appears that a security breach may have occurred despite the safekeeping measures.

Due to an inadvertent breach of security that occurred during the period from February 16, 2012 to March [], 2012, some or all of your personal information inputted by you during your purchase from our website [] during such period may have been acquired by an unauthorized person, including without limitation your name, address, credit card number, credit card expiration date and credit card security code. Opening Ceremony recommends that you contact your bank, your credit card companies, and the credit reporting agencies to ensure the safety of your accounts.

Please be assured that the preservation and safekeeping of your confidential information is considered to be highly important to Opening Ceremony and we are taking this incidence of security breach very seriously. Our letter communication to you is one of our steps to take appropriate action to protect you against the risk of any resulting identity/credit card theft. It is the goal of Opening Ceremony to help and serve our customers. If you have any questions or concerns please our customer service department at the following phone number _____ or e-mail us at _____.

Sincerely,